



MEMBERSHIP
GROWTH



**WHERE LEADERS
ARE MADE**



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GROWTH**

**TOASTMASTERS
INTERNATIONAL**
www.toastmasters.org

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**WHERE LEADERS
ARE MADE**

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INTRODUCTION

In 1924, Dr. Ralph C. Smedley began his mission of helping others become more effective communicators and leaders. That mission remains alive today, as members continue to benefit from the Toastmasters program in friendly and supportive clubs throughout the world.

A Toastmasters club is most beneficial to its members when operating at charter strength, which means 20 or more active members. This ensures ample opportunity to speak and lead within a more diverse group. To offset membership attrition, each club needs a constant influx of new members and should regularly devote time and effort towards promoting membership growth.

With more members, clubs gain:

- ▶ Increased enthusiasm at club meetings and functions
- ▶ Membership diversity, which enriches all aspects of club programs
- ▶ Greater depth of leadership and collaboration
- ▶ Additional funding for club supplies and events

In turn, members will benefit from a stronger communication and leadership development program that's better suited to furthering professional and personal goals as well as improving local communities and organizations. The need for better communication and leadership is everywhere, and Toastmasters clubs must be ready to meet that need.

Let us share the benefits we have gained for ourselves with others.

– Dr. Ralph C. Smedley

PREPARATION

Moments of Truth

To prepare your club for growth, it is imperative to first identify any opportunities for improvement in the overall club experience. Club growth depends on several factors, such as:

1. Having effective club meetings that are worthwhile for new and veteran members alike
2. Continually promoting Toastmasters throughout your community and/or organization
3. Using proven marketing techniques to turn prospects into guests and guests into members
4. Competing and staying involved within the club, area, division and district
5. Incentivizing and recognizing members who contribute to the strength of your club

Clubs that maintain a high standard of excellence in their club programming, operations, management, member participation and community activities are more likely to attract and retain new members. If your guests typically don't join and new members tend not to stay for very long, the club is probably not meeting their needs. To experience sustained growth, a club needs to be worth belonging to.

Conduct the **Moments of Truth** (Item 290) workshop to take an objective look at your club's performance in different key areas. The phrase "moment of truth" refers to a brief window of time in which a critical objective must be achieved. For example: when a prospective member walks into the club meeting room for the first time, are they greeted warmly? Are they introduced to the members of the club? Are they helped to feel welcome and comfortable? Analyze the results of your club evaluation, and take prompt action on areas needing improvement.

First Impressions:

Yes No

- | | | |
|-------|-------|--|
| _____ | _____ | 1. Are guests greeted warmly and introduced to officers and members? |
| _____ | _____ | 2. Does your club keep a guest book and provide visitors with name tags? |
| _____ | _____ | 3. Is the room arranged professionally? |
| _____ | _____ | 4. Do the arrangements meet the speakers' needs? |
| _____ | _____ | 5. Are guests invited to introduce themselves to the group? |
| _____ | _____ | 6. Are guests invited to join? |

New Member Orientation:

Yes No

- | | | |
|-------|-------|---|
| _____ | _____ | 1. Does your club hold a formal induction, including presentation of a membership pin and manuals? |
| _____ | _____ | 2. Does your club assign a mentor for each new member? |
| _____ | _____ | 3. Are education programs and the recognition system discussed with the new member? |
| _____ | _____ | 4. Are the new member's needs assessed? |
| _____ | _____ | 5. Are speaking roles assigned? |
| _____ | _____ | 6. Is the new member given the opportunity to get involved in all aspects of the club's activities? |

Fellowship, Variety and Communication:

Yes No

- _____ _____ 1. Are guests greeted warmly and made to feel welcome?
- _____ _____ 2. Are enjoyable and educational meetings planned?
- _____ _____ 3. Does your club have regularly scheduled social events?
- _____ _____ 4. Do your members participate in area, division, district and international events?
- _____ _____ 5. Are inter-club events encouraged and planned?
- _____ _____ 6. Is your club's newsletter issued on a regular basis and your website kept updated?

Program Planning and Meeting Organization:

Yes No

- _____ _____ 1. Are the meeting program and agenda publicized in advance?
- _____ _____ 2. Do members know program responsibilities? Are they prepared to carry out all assignments?
- _____ _____ 3. Are all projects based on the Toastmasters manuals?
- _____ _____ 4. Do meetings begin and end on time?
- _____ _____ 5. Are Table Topics® creative and entertaining?
- _____ _____ 6. Are evaluations given in a positive and helpful way?
- _____ _____ 7. Are members working toward their communication and leadership awards?

Membership Strength:

Yes No

- _____ _____ 1. Does your club have 20 or more members?
- _____ _____ 2. Are current members retained?
- _____ _____ 3. Is your club promoted in the community or within its organization?
- _____ _____ 4. Are club meetings varied and exciting?
- _____ _____ 5. Are new members' sponsors recognized?
- _____ _____ 6. Does your club hold a regular membership-building program?

Recognizing Accomplishments:

Yes No

- _____ _____ 1. Are award applications immediately submitted to World Headquarters?
- _____ _____ 2. Is a progress chart displayed and maintained?
- _____ _____ 3. Are member achievements formally recognized with ceremony?
- _____ _____ 4. Are club, district, and international leaders recognized?
- _____ _____ 5. Are club and member achievements publicized?
- _____ _____ 6. Is the Distinguished Club Program used for planning and recognition?

Moments of Truth is available for purchase on the Toastmasters Online Store and contains a facilitator's guide, visual aids and worksheets. **These materials** can also be downloaded from the Resource Library.

Membership and Public Relations Committees

Sustaining club growth is no easy task and can quickly become overwhelming if assigned to only few individuals. A collaborative and coordinated effort is necessary to prepare your club for growth. If not already in place, form a club membership committee and public relations committee to share in the responsibilities of promoting your club and building its membership.

CLUB CONSTITUTION FOR CLUBS OF TOASTMASTERS INTERNATIONAL

Article VIII: Committees, Section 4: Membership

The membership committee shall consider all applications for individual membership and report thereon to this club, and shall arrange for proper induction of all new individual members. This committee shall be responsible for maintaining club individual membership and attendance. It shall be the goal of this committee to ensure that the individual membership of this club is at all times at charter strength or better.

Article VIII: Committees, Section 5: Public Relations

The public relations committee shall arrange the preparation and dissemination of news releases regarding this club's activities and educational programs and shall also promote opportunities for community participation in Toastmasters International's learning programs. It shall also be responsible for all internal publications of this club, including the club website, social media, and newsletter.

The membership and public relations committees are typically chaired by the vice president membership and vice president public relations, respectively. These committees should each be comprised of three club members or more who work well together and are committed to serving the interests of the club. When asking for volunteers, emphasize the benefits of serving on a committee, including the experience gained in interpersonal communication, group discussions and team collaboration. Stress how important committee contributions are to the success of your club.

Dedicate the first committee meeting to reviewing objectives and responsibilities. Set reasonable milestones and target dates, and delegate tasks fairly among the group. Be sure to fully and clearly describe all tasks and expected results, and make known all available resources that can help achieve your objectives. If any committee member needs assistance performing their duties, be sure to provide the additional support they require.

Whenever possible, it is best to assign duties in a way that leverages your members' expertise. Ask members for assistance in areas that align with their interests and skillsets; this shows an appreciation of their talents and helps ensure all tasks will be capably completed.

Foster communication and participation as much as possible during this process, encouraging input from each member on the decisions made and allowing discussion and debate regarding the different ideas presented. Be sure each member feels respected and valued, despite any disagreements—acknowledging members for their suggestions and contributions will inspire a higher level of commitment.

You can increase the productivity of committee meetings by putting into practice the basics of parliamentary procedure. Although members cannot be expected to be experts on this subject, encourage them to become familiar with the basic principles. *Chairman* (Item 200) and *Henderson's Parliamentary Guide* (Item 170) are available for purchase on the Toastmasters Online Store, and can serve as introductory guides to parliamentary procedure within the club setting.

MARKETING

Outlining a Toastmaster's journey can provide an important framework for developing your marketing strategy. Every Toastmaster was at one time a *prospect*, unaware of the Toastmasters program. Once they were introduced to the concept of membership and convinced of its benefits, they chose to be a *guest* and experience a club meeting firsthand to confirm whether the program was truly right for them. Once they witnessed for themselves the value of the club environment, they decided to become a *member*, and they remained a member because they felt the program continued to contribute to their self-development.

From Prospect to Guest

Create Awareness

Ongoing promotion is vital to your club growth. Promotion can take many forms, including advertising, public relations and membership campaigns within your club. Your promotional efforts will hinge on the funds available and the nature of your market. For instance, a corporate club might benefit more from exposure in the company magazine or bulletin board than in a newspaper. Segment your market for effective promotion.

Start generating awareness using these online tools:

- ▶ **Find a Club** – Ensure your club contact and meeting information are always current on the Find a Club tool on the Toastmasters website. Updates can be made in Club Central by selecting Club Contact and Meeting Information.
- ▶ **Club Website** – Creating a website is a great way to display the unique personality of your club. Be sure to include any information a potential guest should know before visiting, such as special parking instructions or if there is a dress code. You can also list answers to frequently asked questions about your club or Toastmasters International. Above all, use your club website as an opportunity to showcase why someone should consider joining your club.
- ▶ **Social Media** – Use all social media channels available to you—e.g., Facebook, Twitter, YouTube—to share information and ideas with other members and generate excitement about your club. Encourage members to actively promote your club on social media and share their positive experiences with their friends, family and others.
- ▶ **Social Networks** – Take advantage of social networking to reach out to those with similar interests and goals. You can use Meetup to organize and promote events for those in your area interested in public speaking or self-development. Use LinkedIn to connect with those who are academically or professionally driven—including other members from around the world—and discuss common problems, solutions and successful strategies

It is also important to cultivate an offline presence throughout your community. Here are some effective ways to raise awareness about your club:

- ▶ **Displays** – Within each community, there are special celebrations, conferences and conventions conducted throughout the year. Many communities would be willing to provide your club a space at one of these events. Some clubs arrange for window displays in banks, stores, airports and libraries during club anniversary week.

Exhibits like these are an excellent way to introduce Toastmasters programs to a large number of people in a short period of time. When preparing a display, utilize materials which tell your story effectively. Depending on the space available, consider including the following:

- Club banner
- Educational materials
- Agenda for the next meeting
- Poster with contact names and phone numbers
- Fliers and marketing materials

When organizing a booth, you should arrange for club members to be present to answer questions. Each Toastmaster in the booth should be given an orientation on what to say to prospects they meet.

Have each prospect complete a registration card. The information gathered on these cards can be used for follow-up contact and as part of a drawing for an inexpensive award to help attract visitors to the exhibit.

- ▶ **Brochures** – A number of eye-catching and informational brochures are available from World Headquarters for nominal costs at www.toastmasters.org/Shop. Always keep an adequate supply on hand to present to prospective members, both at your club meetings and wherever you meet people. All brochures provide the address of World Headquarters as a contact, but for the most effective results, have your club contact information printed on labels to use in the space provided on the brochures.

You can also use the resources at www.toastmasters.org/Logos to customize and print your own brochures.

- ▶ **Signage** – Do not forget to mark your meeting place on the **Club Meeting Plaque** (Item 384) or **Customizable Meeting Sign** (Item 6996). Both are excellent means of encouraging drop-in guests at your meetings. If allowed, the Customizable Meeting Sign can also be posted outside your meeting venue to direct passersby to your club's website or social media pages.

In addition to these ideas, refer to *Let the World Know: Publicity and Promotion* for more comprehensive coverage on effective promotion and publicity.

Above all else, personal contact and references are the most effective kind of promotion. Encourage your members to promote your Toastmasters club among their friends and contacts. Widespread advertising and publicity were never meant to replace personal invitations, but rather to increase public awareness and acceptance of Toastmasters and make the first contact with a prospect easier and more successful.

However, making prospects aware of your club is not enough. In Toastmasters, marketing efforts must be member-focused, tailored to address prospects' needs. Promoting membership should be a human experience. Once you find those who would be interested in joining your club and reaping the benefits Toastmasters offers, next you must grab their attention.

Cultivate Interest

People typically don't buy or invest in something without first being convinced of its value. Start with a good sales letter. Remember to write as you would talk, and write from the prospect's point of view. In the letter, refer the person to www.toastmasters.org to learn more about Toastmasters and how it has helped others.

Most sales materials talk about features, not benefits. They describe size, gadgets and gimmicks, not what their features do for the customer. People want to know what Toastmasters will do for them, not what they can do for Toastmasters, so show what Toastmasters has done for you and other members.

Use the Features, Benefits and Value chart (www.toastmasters.org/FBVChart) to illustrate the benefits Toastmasters offers and the value to them.

What do you do if you run into objections over the cost of the program?

- ▶ The problem is typically not the cost but that the prospect does not recognize the value. The Features, Benefits and Value chart will help overcome this obstacle.

- ▶ Draw comparisons. Point out that most one-day seminars cost more than a year's worth of member dues in Toastmasters. Ask how much the prospect would pay to belong to a networking group, and point out that most of those groups provide no educational literature.
- ▶ Paint a verbal picture of the prospect standing before a large group of people, speaking eloquently, leading an effective meeting with confidence or speaking extemporaneously in a clear and concise manner. This will help them visualize themselves enjoying the benefits of belonging to a club.

One effective method of proving your case is to use testimonial letters in your membership campaigns and club-building activities. Also, inform prospects of the value the meeting itself offers as a testimonial; assure them the experience will speak for itself, and share how your current members—once in their same position—were sold on the value after experiencing a club meeting for themselves.

Lean on your club members for inspiration. Ask what primary factors swayed them to visit for the first time, and strive to recreate similar positive experiences for each new prospect.

From Guest to Member

It is easy to sell a quality product. When a prospect commits to their first visit, your club must be ready to provide a striking first impression and demonstrate a high standard of excellence throughout the meeting. Each touchpoint of the guest's visit, from beginning to end, must be enjoyable. Below are recommended actions to help ensure each guest's experience with your club is positive:

Before the Meeting

- Greet guests as they arrive at the door, and warmly introduce them to officers and members.
- Invite guests to sign the **Guest Book** (Item 84), and provide them all supplies that will be needed throughout the meeting (e.g., agenda, ballots, evaluation forms and pen or pencil).
- Ask guests if they would like to participate in the meeting, such as in Table Topics®.
- Pair guests with an officer or veteran member who can sit next to them and explain the program and club operations as the meeting progresses.

During the Meeting

- Thank your guests for attending, and recognize each one by name.
- Be sure to explain each part of the meeting so guests can fully participate.
- Before adjourning, ask your guests if they would like to share any thoughts on their experience.

After the Meeting

- Provide each guest with a Guest Packet.
- Ask your guests if they have any questions or concerns you can help with.
- Reinforce the benefits of Toastmasters—share your members' success stories.
- Provide guests a membership application, and invite them to join.

Your invitation to join should be encouraging and also contain a sense of urgency—but avoid being pushy. Toastmasters is a supportive, self-paced program, and if guests are hesitant to join, do not be demanding; pressuring guests to make a decision not only decreases the likelihood of them joining your club, but also can leave a negative impression of the Toastmasters experience as a whole. Instead, encourage hesitant guests to review the marketing materials you provide to learn more about the program, and politely invite them to attend your next meeting. A few days before your next meeting, contact them with a follow-up email or phone call thanking them again for their prior visit and encouraging them to attend your next meeting.

Induction and Orientation

When your club admits new members, make an event of the occasion by holding a formal induction ceremony—**Induction Ceremony for New Members** (Item 1167K) can be used as a reference script for the inducting officer. Provide new members the **Member Welcome Kit** (Item 1167) as part of their induction as well as the **Membership Pin** (Item 5757) and **Membership Certificate** (Item 513) or other mementos. Shortly after an induction ceremony, conduct an orientation to help familiarize new members with the structure of your club and the Pathways learning experience. Refer new members to **Orienting New Members** (Item 1167J) for more information.

Continued Success

Now that your club's strengths and weaknesses have been analyzed, your marketing plan has been devised and your members are ready to grow your club, it's important to not let your momentum falter. Remember that membership growth is not a one-time project or event. Your club should be committed to continually promoting and building membership. The following are some helpful promotional programs and tools available to you:

Speechcraft

Speechcraft is a great opportunity for you to introduce non-members to the fundamentals of public speaking. It can be offered as an integral part of your club meeting or as a seminar-style program presented outside of your club. When you organize a Speechcraft workshop, you are planning for new members. These workshops can serve as the introductory or trial offer for people who are reluctant to commit to membership. Clubs that are somewhat low in membership may want to partner with another club to put on a joint Speechcraft workshop. The **Speechcraft Starter Kit** (Item 205) contains all the necessary materials for starting and publicizing a Speechcraft workshop.

How do you turn participants of these workshops into members? Make them feel welcome at your meetings. Most importantly, before completing the final session, talk with participants and invite them to become members of your club.

More information on Speechcraft and other community-based programs can be found [here](#).

Membership-Building Programs

Special incentives are offered to members and clubs every year through membership building programs. Club competitions can be combined with annual membership building programs or can be created with your own themes. These are a great incentive for motivating your members to participate in membership building and are a great way to attract new members and boost club attendance.

Each competition's rules should be developed by a committee of team captains. Every member should be assigned to a team, and the number of teams should be at least three. A general contest chair should be selected whose duties will be to ensure that rules are adhered to and that teams are on the move. Under the general contest chair, team captains develop their team program to win the contest.

- ▶ **Kickoff** – Plan to have a special kickoff event to begin the contest. Your kickoff meeting should be planned to motivate the teams to get out and get things done! A great start to your membership building contest will furnish a certain amount of momentum, but to maintain this momentum you must look to your programming. It is one thing to attract a number of guests to a meeting, it is quite another to inspire them to return and eventually join.
- ▶ **Keep Score** – It's important to establish rules to fit each club's situation, develop team assignments and set realistic goals for the contest. It is also important to have a system of reporting membership gains on a continual basis. One effective ways to do this is with a graphic comparison. These charts or graphs should be a prominent feature of every meeting. Be sure to report the names of new members and each team's progress in your club newsletter.

- ▶ **Prospect List** – Each team should develop a prospect list by determining who among members’ friends, acquaintances and associates could benefit from Toastmasters. You can also find local prospects by searching in social media apps (Facebook, Instagram or Meetup), and remember to use relevant keywords or hashtags, including #publicspeaking, #leadership, etc., to find users looking for speaking and leadership development opportunities.

For more information about Toastmasters’ membership-building programs, visit www.toastmasters.org/MembershipPrograms.

Business Awareness Program

The value of Toastmasters as an employee training tool is championed by thousands of companies and government agencies around the world. While Toastmasters corporate clubs are a wonderful way for companies to benefit their employees, some organizations can better serve their employees by encouraging them to join a local club, like yours. A business awareness program helps community clubs increase membership through contacts with businesses in their area, and it can also be adapted for corporate clubs to reach departments or divisions within their organizations that are not already represented in their club.

A business awareness program can range from a local effort to a district-wide effort when a large organization is concerned. In some cases, the company or organization itself may be willing to promote Toastmasters.

Regardless of scale, your business awareness programs can boost membership and increase your business community’s awareness of the value Toastmasters offers. Here are some steps to follow as you organize your club’s business awareness program:

- ▶ Develop a list of businesses and organizations within your community.
- ▶ Determine if any of your members know employees at the businesses on your list or if they do business with any of those companies; then assign members to reach out to those companies or contacts.
- ▶ For those members contacting companies for the first time, the personnel manager, training director, or public relations manager are excellent starting points. Occasionally, lists of businesses furnished by a chamber of commerce will include the names of key employees, which could be useful when making contact. You can also find new arrivals in town listed in local business magazines or newspapers.
- ▶ Next, members should send an email to their assigned contacts (use the sample emails at the end of this manual as a reference). A few days after sending the emails, the members should make an appointment to meet their contacts and explain how the Toastmasters program can help their organization. Each member should invite the prospect to have dinner (or lunch or breakfast) with a group of Toastmasters and experience the program in action (use the Features, Benefits and Value chart as a supplemental tool).
- ▶ Following that meeting, send a second email to all the guests who attended, acknowledging their participation and requesting their cooperation to refer and encourage employees to become new members of your club.
- ▶ Be sure to emphasize to your members the importance of attending and participating in these meetings. You want to demonstrate to your visitors the excellence achieved by a well-organized and complete club program.
- ▶ Select only as many companies as your club can effectively accommodate. If necessary, have more than one special guest night, allowing each guest to more fully participate in the program.
- ▶ When telling guests about the club program, talk about the success stories of Toastmasters employed at the same company as your guest, other members of your club or any member of Toastmasters International.

Publicity and Promotion

Increasing awareness of Toastmasters International within your community is a crucial component of membership building because it introduces the program to potential members and makes it easier for them to find your club. Publishing your club meeting information in the right areas is a great way to achieve this. Many newspapers or city websites list upcoming community events. Submit your club meeting time and place to a newspaper or city website. If your community publishes a booklet dedicated to community events, see if you can also list your club meeting information here. Consider submitting your club activity schedule to your chamber of commerce or convention tourist bureau if they actively list community events. When you have a special program, official installation or guest speaker, prepare a special news release before the event. Sample news releases and valuable information on public relations can be found in the *Let the World Know: Publicity and Promotion* handbook (Item 1140).

Media organizations and publications provide an excellent opportunity for your vice president of public relations or club community relations committee to submit a story or news release concerning an accomplishment by a member. Many civic organizations, societies or professional associations publish monthly newsletters or magazines; here, too, is an excellent opportunity to obtain publicity by preparing and submitting a news release reporting a member's accomplishment.

Communication Achievement Award

Imagine an event featuring the leaders of your community, all gathered to honor a local leader with a Toastmasters award for excellence. What better way to raise awareness within your community about Toastmasters while creating good publicity for your club? The Communication Achievement Award allows you to honor someone outside your club who is a distinguished individual in the field of communication or leadership. To learn more, read the **Presenting the Communication and Achievement Award** resource, and use this **news release template** to help spread the word about the event.

Previous Toastmasters

Maintain a list of the Toastmasters in your community who have not been able to remain active in your club. Frequently they become inactive because of involvement in other activities with conflicting schedules. When time is again available to them, they should be encouraged to return and participate in the Toastmasters program. Keep their names on the mailing list for newsletters and keep them informed of your activities. These former Toastmasters can also be a great help in promoting your program within the community. Ask them to talk about the value of the Toastmasters program to their friends and associates and to bring or to arrange for them to attend a meeting.

Youth Programs

Conduct a Youth Leadership Program to help young people in your community develop their speaking and leadership skills. The program is a workshop designed to be conducted in eight sessions, with each session lasting one to two hours. The **Youth Leadership Coordinator's Guide** (Item 802) and **Youth Leadership Workbook** (Item 805), contain all the information necessary to start the program and instruct participants in preparing and presenting speeches, conducting meetings, listening effectively, and evaluating what they've heard. Be sure to let members of your local news media know in advance that your club will hold a Youth Leadership Program.

Before the final Youth Leadership Program session, plan a large graduation night and invite the parents to attend. Plan to have all of your Toastmasters club members attend the Youth Leadership graduation. They should meet the parents and discuss the Toastmasters program. Before the end of the evening, the parents of the graduating youth should be invited again to meet with the Toastmasters (follow-up efforts should encourage the parents to join your club).

The Toastmasters Youth Communication Module, *Interpersonal Communication*, offers a safe, engaging environment in which teens can help each other learn and practice interpersonal communication skills. The *Interpersonal Communication Team Leader* manual (Item 701A) can be used by teachers, youth program administrators, guidance counselors, church leaders and other adult community members who mentor teenagers. It includes the entire text of the *Interpersonal Communication Team Member* manual (Item 701B) as well as handouts, worksheets, notes, suggestions and other useful information for leaders. The youth communication module is flexible; team leaders can use all lessons or just parts of each, depending on the group's needs.

Library Donation Program

Your local library is a great promotional opportunity. If your club has a dual member, ask them to donate their extra copy of the *Toastmaster* magazine to the library. You can also donate books on communication (especially those by Dr. Smedley) available through the Toastmasters Online Store. This is another way to remind people that Toastmasters is present in the community and ready to support them.

The Growing, Healthy Club

Toastmasters is a very personal organization in that members decide to join a club for reasons that mean a lot to them personally. As members become more invested in the program, their club and the organization as a whole will thrive. When your club grows beyond 40 members, consider sponsoring a new club in your area to share the benefits of membership even more fully. Your district director or area director can assist you in sponsoring new groups or splitting your club if it has reached capacity.

This manual is your reference for ideas and tools to help your club achieve and exceed its membership goals. Remember: one enthusiastic person can bring more members into a club than any tool devised by a membership committee. If you keep your membership efforts personal, helpful and friendly, your club and its members are sure to grow.

RESOURCES

In addition to this manual, refer to the information, ideas and tools for planning membership growth provided in the following resources:

Manuals

- ▶ *How to Be a Distinguished Club* (Item 299)
- ▶ *Distinguished Club Program and Club Success Plan* (Item 1111)
- ▶ *Let the World Know* (Item 1140)
- ▶ *How to Rebuild a Toastmasters Club* (Item 1158)
- ▶ *Club Leadership Handbook* (Item 1310)
- ▶ *Master Your Meetings* (Item 1312)

Club Programs

- ▶ *Speechcraft Starter Kit* (Item 205)
- ▶ *Moments of Truth* (Item 290A)
- ▶ *Mentor Program Kit* (Item 1163)

Promotional Materials

- ▶ *Find Your Voice Brochure* (Item 99)
- ▶ *Confidence. The Voice of Leadership.* (Item 101)
- ▶ *Develop Your Leaders From Within* (Item 103)
- ▶ *10 Tips for Successful Public Speaking* (Item 105)
- ▶ *Uncover Your Leadership Potential* (Item 130)
- ▶ *Become a Better Leader* (Item 131)
- ▶ *Find Your Voice Flier* (Item 132)
- ▶ *All About Toastmasters* (Item 124)
- ▶ *The Benefits of Toastmasters Membership* (Item 354)
- ▶ *Membership Building Kit* (Item 1160)
- ▶ *Success 101* (Item 1622)

Web Resources

- ▶ *Toastmaster magazine*
- ▶ *The Leader Letter*
- ▶ *Resource Library*

Sample Letters for Membership Promotion

The following letters are examples that can be used in promoting membership. Feel free to edit and adapt these sample letters to your club's needs. Letters are most effective when they are individually personalized and are written in a friendly tone.

Mr. John Jones
122 Montgomery Street
Mount Vernon, Virginia 10000

Dear Mr. Jones:

The members of the _____ Toastmasters club feel we have something to offer you.

The Toastmasters program presents an opportunity for men and women to learn to communicate more effectively and develop their leadership skills to better serve their employers and their communities.

The enclosed brochures, _____ and _____, outline the Toastmasters program. We hope you will look them over.

We meet at (time) on (day) at (place). We would be happy to have you join us for (dinner, breakfast, lunch) and see firsthand what our club has to offer you. I will contact you within the next week to make arrangements for your visit. Meanwhile, if you have any questions about Toastmasters, please contact me at (address, phone number and email address).

We look forward to meeting you.

Sincerely,

President
Toastmasters club

Mr. Robert Smith, President
No-Sag Bridge Corporation
120 W. 20th Street
Riverdale, California 90000

Dear Mr. Smith:

If you are like most employers, you encourage your employees to become active in the community. They generally do this by joining a service club or special interest organization. All too often the employee affiliates with a club that stifles individual development, accomplishes little and offers limited professional exposure. Perhaps a reevaluation is in order.

The _____ Toastmasters club is not a service club; it is an educational organization open to all. We exist solely for the benefit of our members, offering an inexpensive, proven program in effective communication and leadership. Unlike many expensive courses your employees may have attended, we do not function in a classroom environment. We are better described as a workshop, in which each member learns and develops communication and leadership skills through constant participation. We have witnessed vast improvement in every participating member.

I have enclosed a chart outlining the features and benefits of the program, as well as the value to both the individual and to organizations.

The _____ Toastmasters club meets at (time) on (day) at (place).

Please consider encouraging your employees to investigate the benefits available to members. We are not looking for numbers; we are seeking active members who, like ourselves, desire better communication and leadership skills.

For further information, please contact me at _____.

Sincerely,

President
Toastmasters club

Memo

WHO: _____ Toastmasters club

WHAT: Complimentary Luncheon

WHEN: November 5, 12:00-1:30 p.m.

WHERE:

WHY: To acquaint you with the advantages and opportunities available through Toastmasters.

Come join us for lunch and observe a program of impromptu speaking, prepared speeches and evaluations. Meet special guests and be a part of a unique experience. Learn what Toastmasters has to offer – improved speaking ability, faster thinking in impromptu settings, and better leadership skills are just a few of the benefits. Make this occasion a success by attending!

Complete this section and return by November 3 to _____ ,
or call _____ to confirm your reservation.

I will attend the Toastmasters luncheon on November 5.

NAME:

Ms. Sue Williams
Dept. 482
Commerce, Inc.
Ft. Collins, Colorado 80000

Dear Ms. Williams:

We enjoyed having you as a guest at our Toastmasters meeting on Wednesday, November 5, and the opportunity to better acquaint you with our group. Perhaps by this time you have reviewed the handout material and would like additional information. If so, please feel free to contact any of the Toastmasters or call

_____, Vice President Membership.

Our next meeting will be held November 19, Building 11, Room 218, 12:00-1:30 p.m. If you plan to be with us bring your lunch (coffee is available). Please join us and start taking advantage of the benefits Toastmasters has to offer.

Again, it was a pleasure to have you at our luncheon and we look forward to seeing you again.

Sincerely,

President
Toastmasters club

NOTES



www.toastmasters.org